

**THE PROVINCIAL DIRECTOR OF TOURISM MR. GACIIRA
THE DC MALINDI MR. IRERI
THE OCPD MALINDI MR. OPIYO AND ALL OFFICERS WHO INVITED US HERE.
THE TOURIST OFFICER MALINDI MR. KINYANGI
FELLOW STAKE HOLDERS AND ALL INVITED GUESTS**

Ladies & Gentlemen

My Name is Isaac Rodrot and I am the Manager of Venta Club Temple Point I welcome all of you on behalf of the Directors and the staff.

I would like to start off by reading the following e-mail recently received from one of our client (Mr. & Mrs Colombo) who recently stayed in our hotel and were involved in an incident at the Beach.

Dear Rodrot

We arrived home safely last Thursday with our three boys. They gave us the biggest and best hugs we've ever had after we landed at the Malpesa Airport since this was their first time holiday in Kenya.

Our youngest lad has promised to always make his holiday in Kenya.

We wanted to drop you a short email to say thank you for all your help. You made such a difference. It wasn't very pleasant having the funny incident on the Beach and we could have left Watamu with a bad impression, but the way you and the Tourist Police handled our situation means we look back with a positive frame of mind.

In fact we have told all our friends about our adventures and how magical Watamu and Malindi tourist resort is. They asked us if our experience had put us off Watamu but because of the way you, your security head and the Tourist Police helped us we have said we would definitely return any time we wish to take a holiday in the future and have no hesitation in recommending it as a very unique holiday destination.

It's a special place where we had so many unforgettable experiences. It was definitely our best holiday.

We had been on holiday in Kenya some 7 years ago and almost swore never to come again due to the harassment we got on the beach and every area we went then, the limited choices of holiday destinations due to various natural calamities and the Euphoria with East Africa destination in our Country made us chose to try Kenya and our decision was right. Kenya is headed to the right direction; we really commend your Government for starting the Tourist Police unit.

It is unbelievable we went alone to the villages in the night and never one ugly incident took place

We wish you all the best and pass our greetings to all your very hospitable staff.

Regards

Mr. & Mrs. Colombo

VentaClub Temple Point is a member of Ventaglio Group Which operates 59 hotels all over the world, 2 Cruise Ships in the Mediterranean and an Air line Air Lauda/Livingstone Airways that comes to Mombasa's Moi Air Port with 250 Tourists twice a week.

In Malindi/Watamu area we have 200 beds in Club Temple Point and allotments in 4 others hotels i.e. Barracuda 60 Beds, Jacaranda 20 beds Coral key 30 Beds and Bush Baby 20 beds which make a total of 340 beds. We always have at least 120 clients on Safari every week.

This numbers highlight the great interest we have in this destination and the appreciation and importance we must pay to any positive efforts made to enable proper movements and comfort of tourist

The Tourist Police is a culmination of the efforts of all the role-players in our Country responsible for maintaining security of tourists in our Resorts.

The program is still in its infancy. One and half years since it was established the team has grown in their experience and approach towards the matter and comments like those in the

email and the less incidents that took place over this period are a clear testimony to their hard work and determination.

With the modest number of officers, limited equipment and resources, the team has grown to receive recognition and support from all Stake holders like hotels, Beach operators, tour operators, Curio sellers and as I highlighted before from the tourists themselves.

Tourism remains a major driver of economic development in Kenya and we must protect the sector. In some countries like south Africa some refer to tourism as the new gold – for us in Kenya it is indeed the only Gold we have.

Tourism is the main source of employment in this area and It is therefore vital for all of us to protect its reputation, we must establish a reputation of being a safe and fun destination to visit.

I wish to confirm that whilst Safety and Security is not a core business for us Stakeholders it must be made part of our tourism safety and security strategy to:

1. Work with existing initiatives particularly these officers here.
2. Establish partnerships with all players in tourism whether they are formal or informal.
3. Develop an integrated approach between stakeholders and the tourist Police including other related departments like Immigration and the ministry of tourism.
4. Develop and maintain an ongoing Tourism Victim Support Program where we do not just blame the officers but work together with them to resolve issues.
5. Develop and maintain a pro active awareness campaign through safety tips and information sharing.

All this, is to ensure that our destination has the capability not only to welcome but also care for the hundreds of thousands of overseas guest anticipated in this tourist boom and beyond.

Ladies and Gentlemen, the aim of the Tourist Security is to ensure that in the event of any misfortune befalling a visitor - both domestic and international, they would know whom to contact for assistance.

The officials responsible for implementing The Security for tourists should continue to find appropriate, liaison with other government officials on behalf of tourists, facilitate temporary travel documents, offer comfort, visit patients in hospital where necessary, debrief embassies and generally provide care for tourists under difficult circumstances.

We need to move a step further and develop a system not only aimed at providing security for the physical well being of tourists but the Tourist Police should also seek to providing a platform to handle consumer related complaints, such as the quality of a product or service provided by the Hotels and other participants in the business. The Officers should be trained or have dedicated staff to pro-actively manage tourist complaints and ensure that timely follow-ups and feedback is provided. This can only improve our service excellence since it is well known that some players have been making bad names for our destination by providing substandard services.

They should be challenged to also learn the Languages of the tourists frequenting areas like those in Malindi should at least learn how to speak some Italian Language.

This occasion has been sponsored by our Company to underscore the important we must all as stake holders accord to this officers and to appreciate their important contribution to the increasing tourist numbers, we hope all stakeholders will identify a part they can play to facilitate their work.

.I want to take this opportunity to thank all of you for coming to this get together and wish you enjoyable time in our very beautiful hotel that is really a treasure waiting to be discovered.

I thank you.